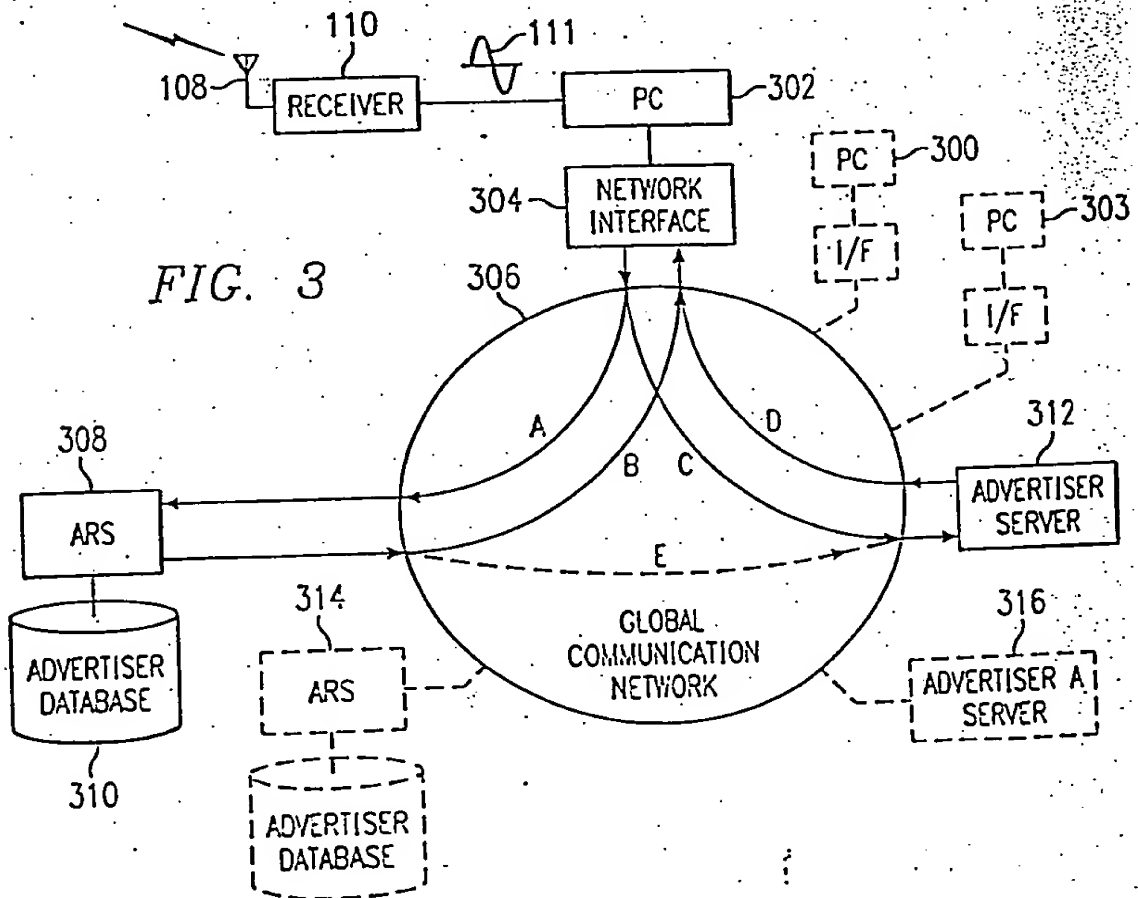
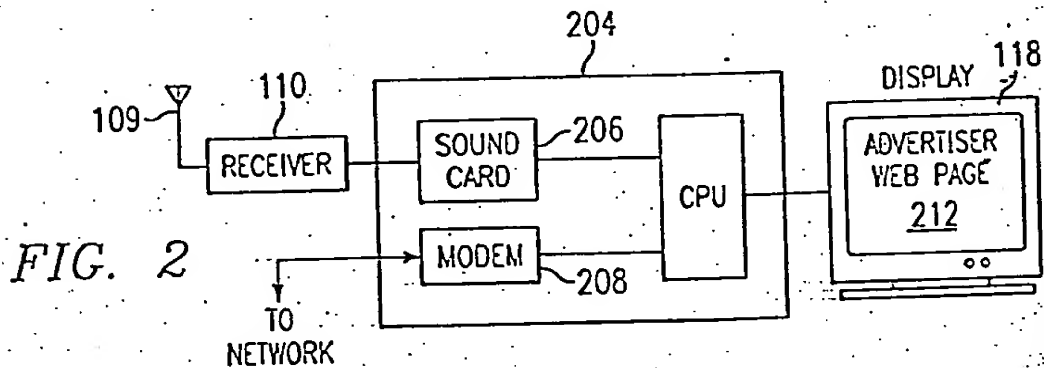
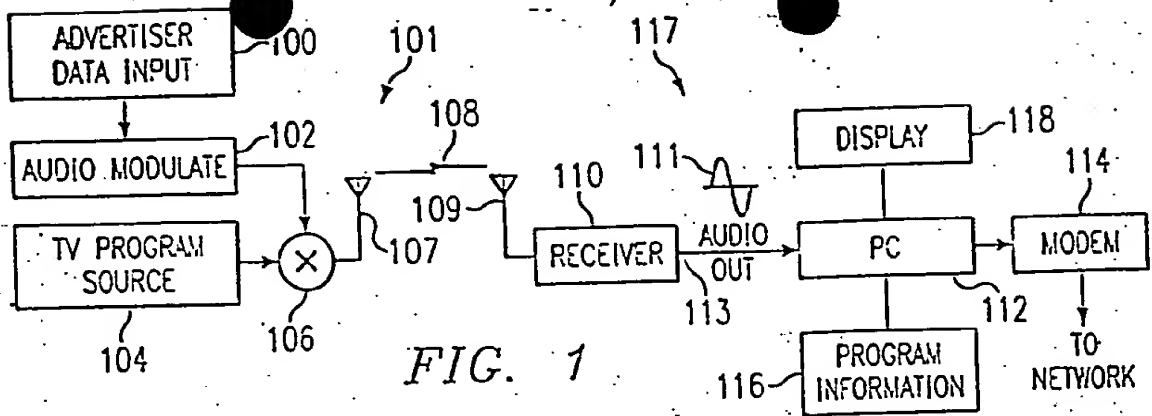


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Vry



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PATH A: SOURCE TO ARS



FIG. 4a

PATH B: ARS TO SOURCE



FIG. 4b

PATH C: SOURCE TO ADVERTISER

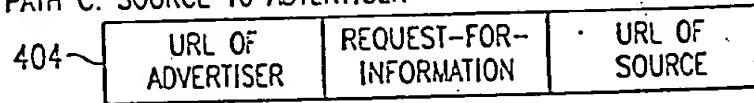


FIG. 4c

PATH D: ADVERTISER TO SOURCE

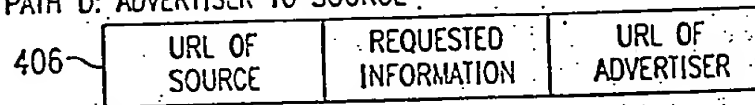


FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

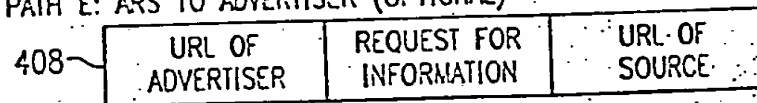


FIG. 4e

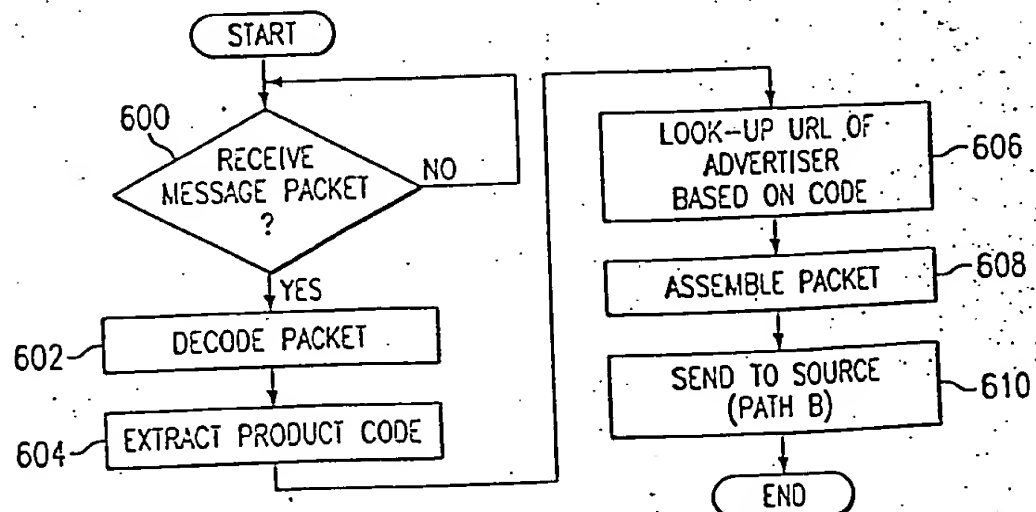
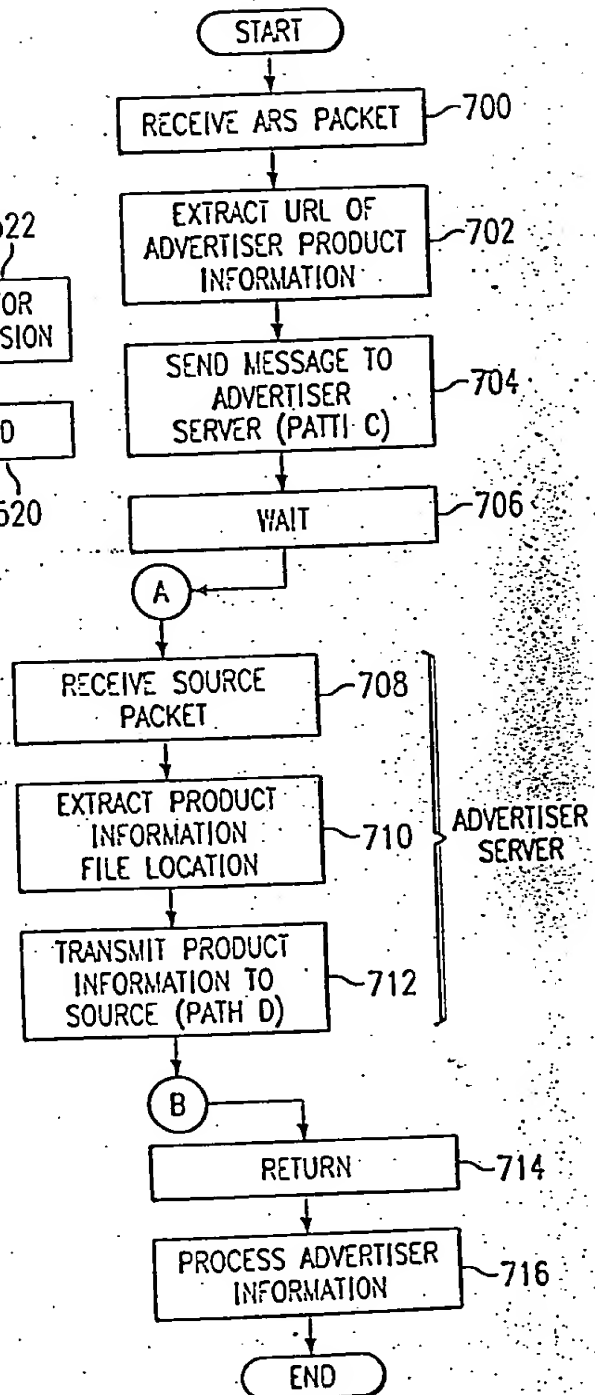
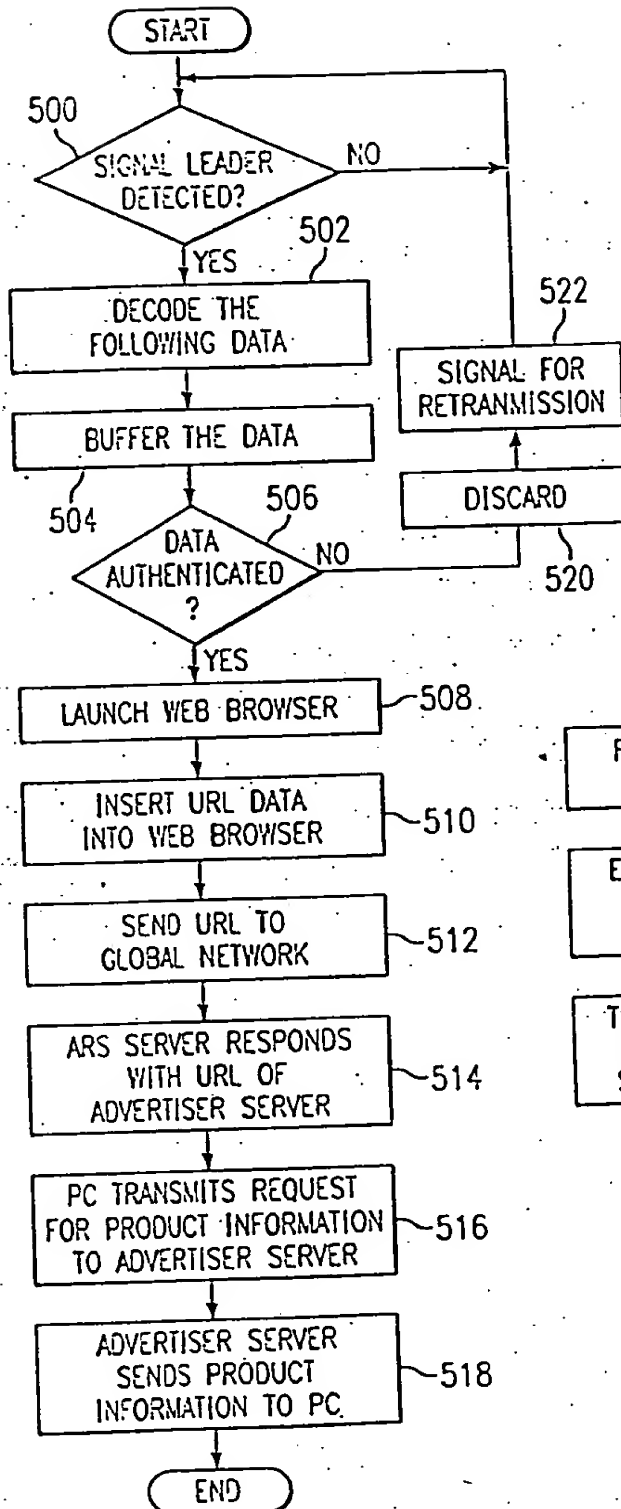


FIG. 6

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DISPLAY

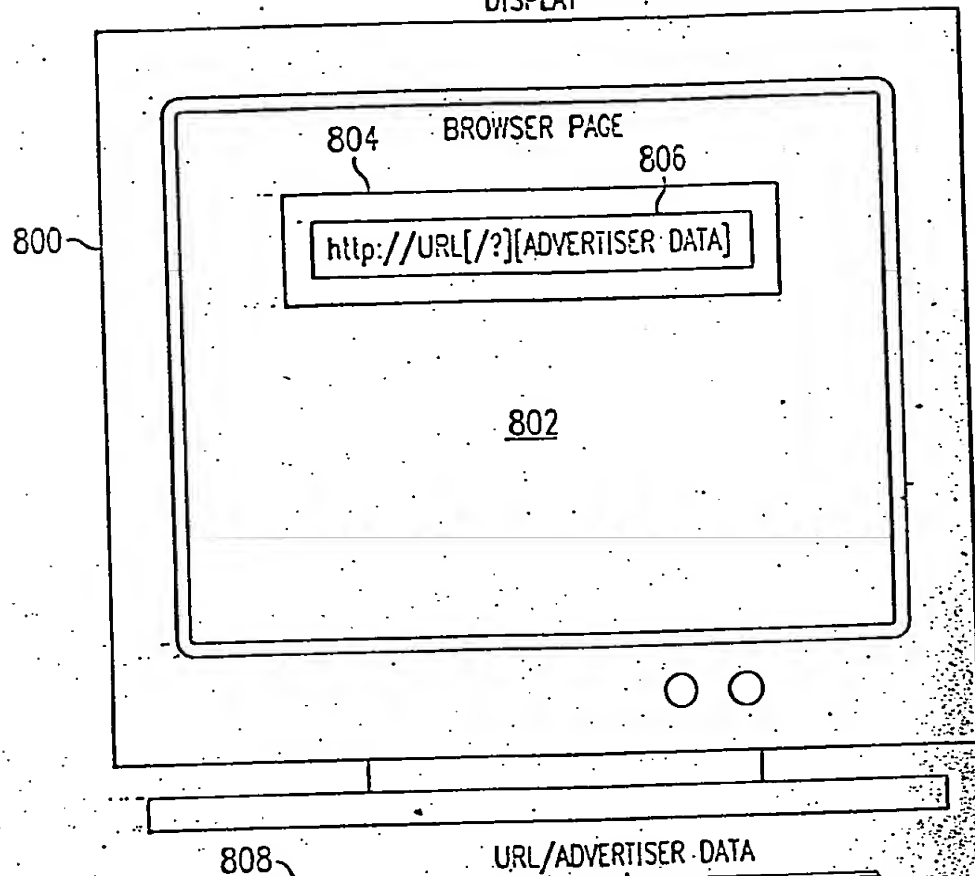


FIG. 8

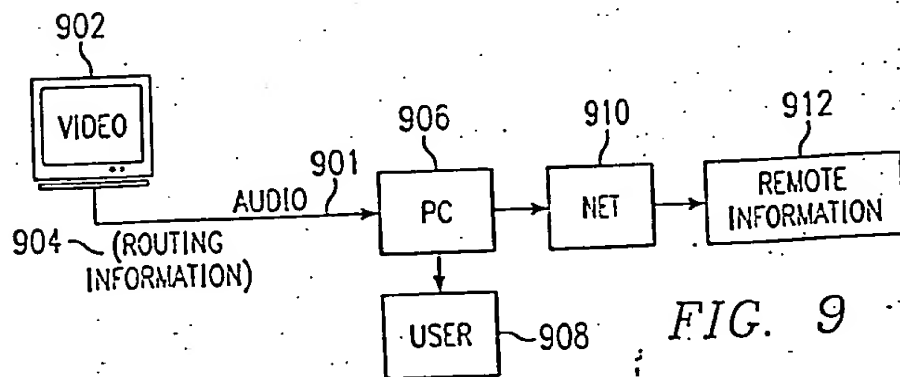
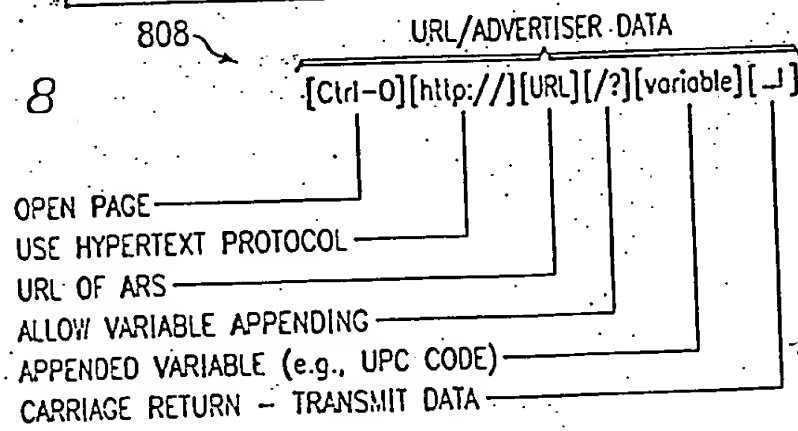
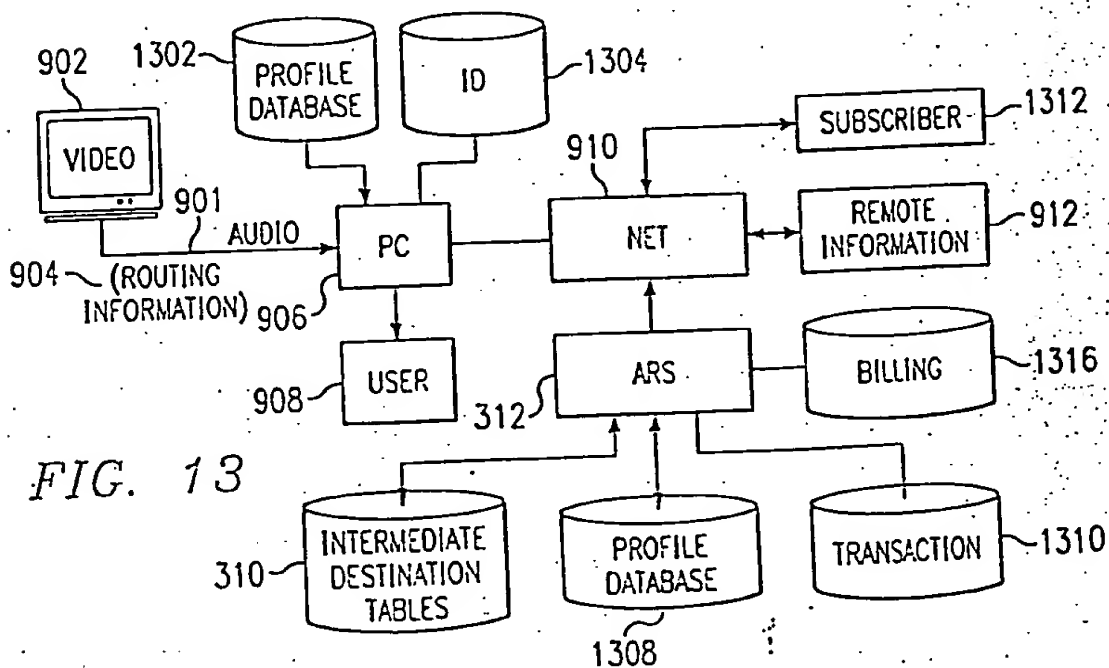
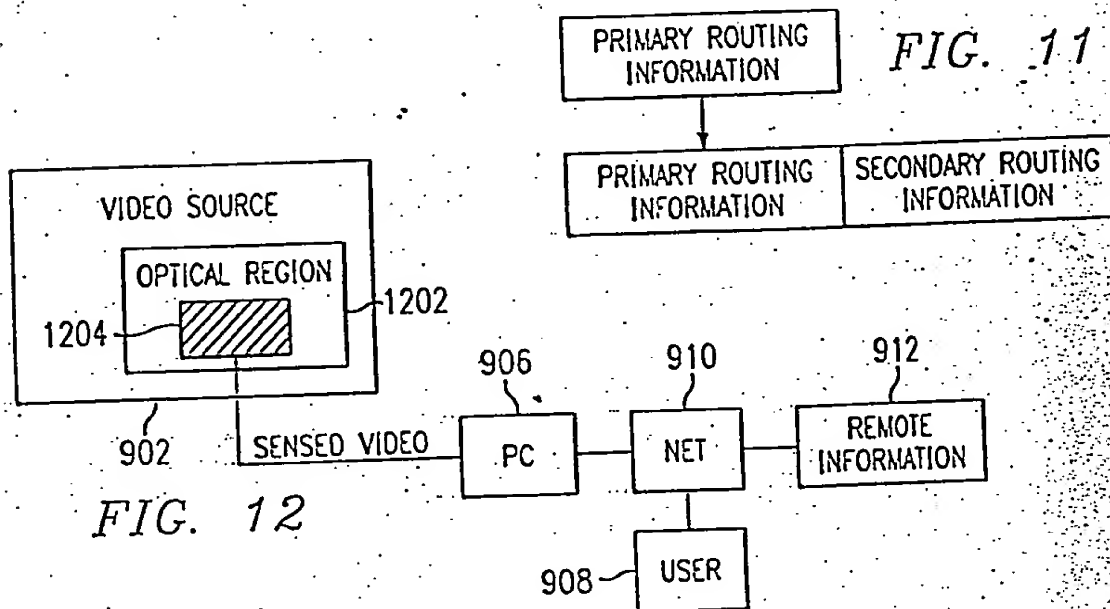
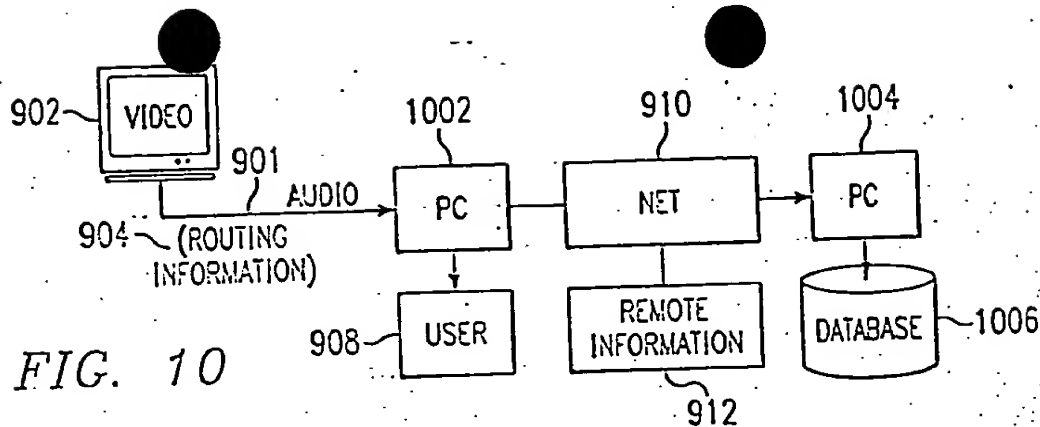


FIG. 9



00432374-082490

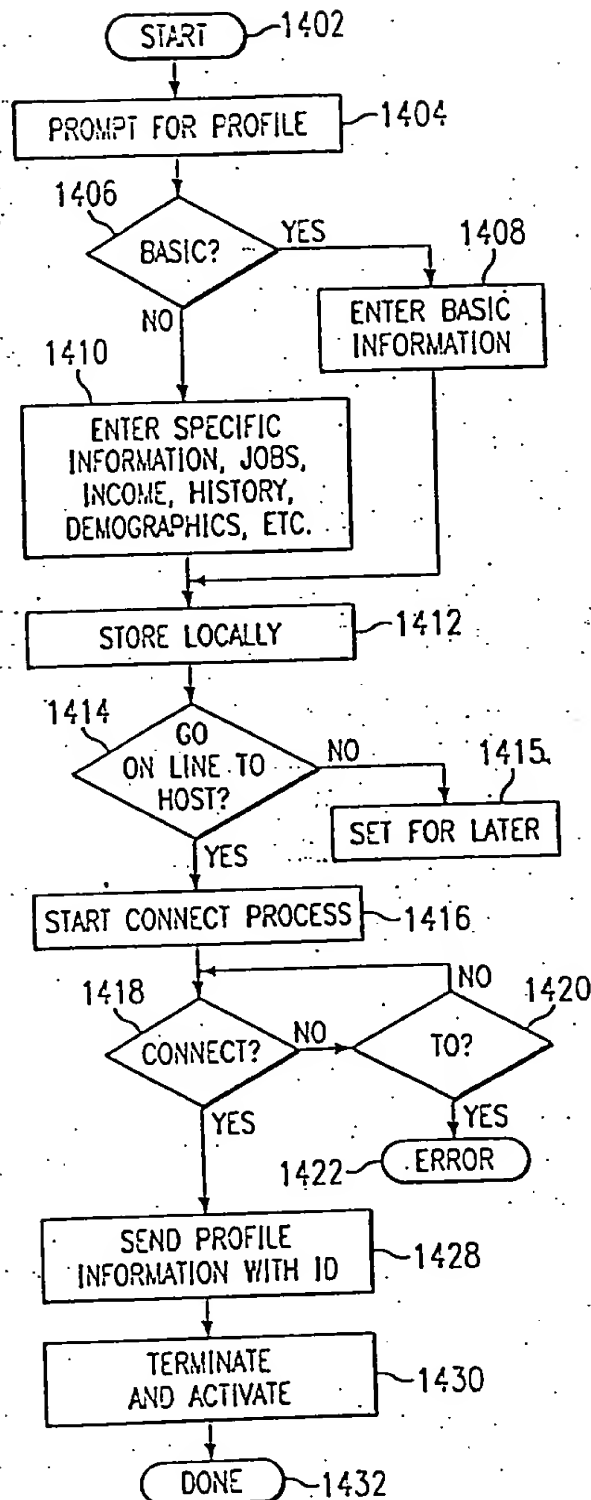


FIG. 14

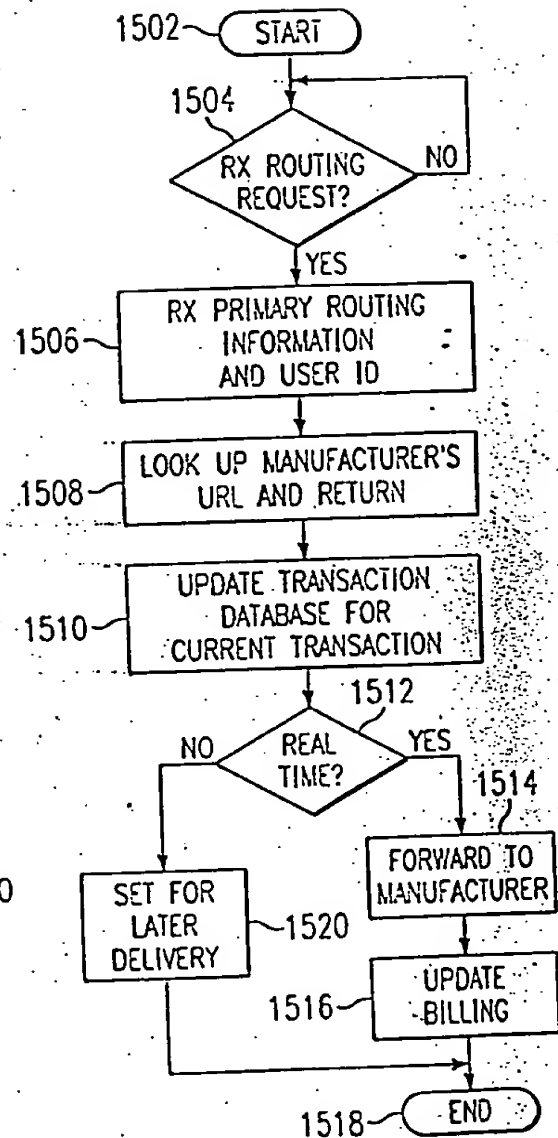


FIG. 15

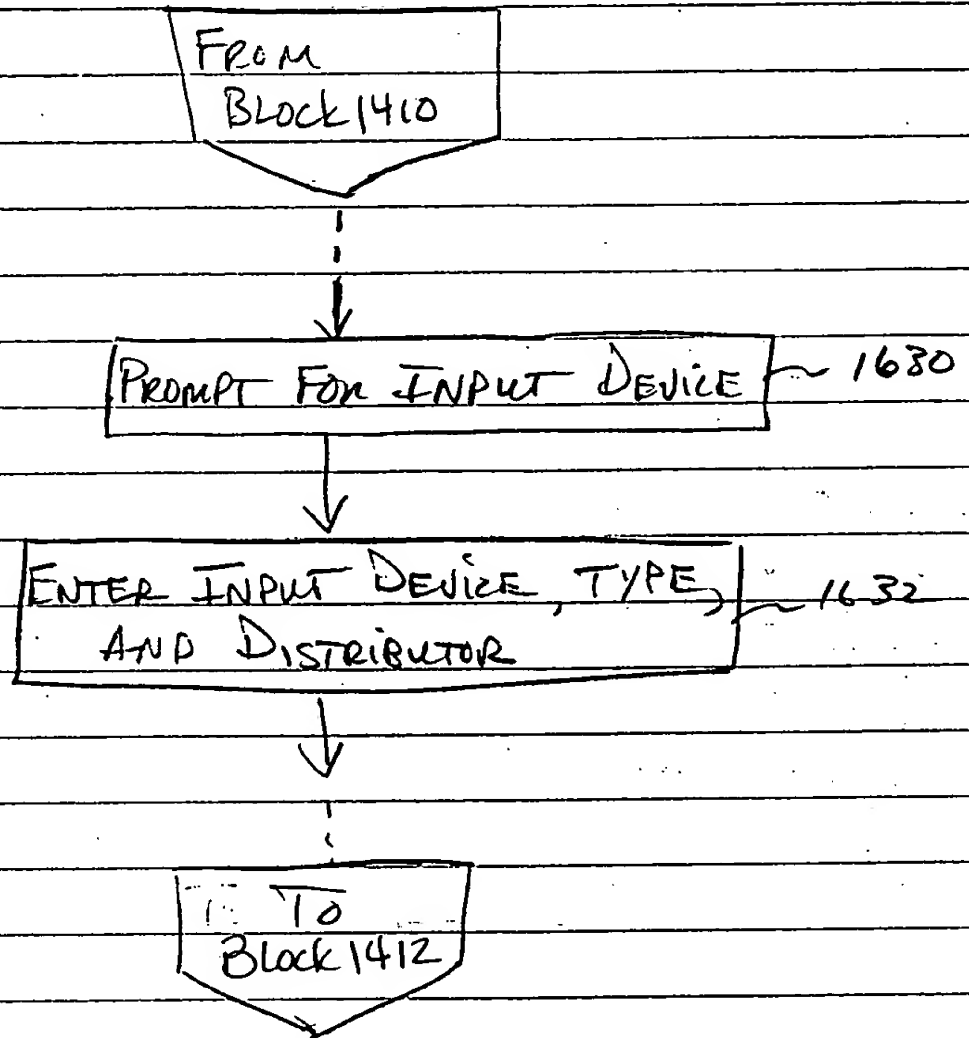


FIG. 16a

737
736

FIG. 16

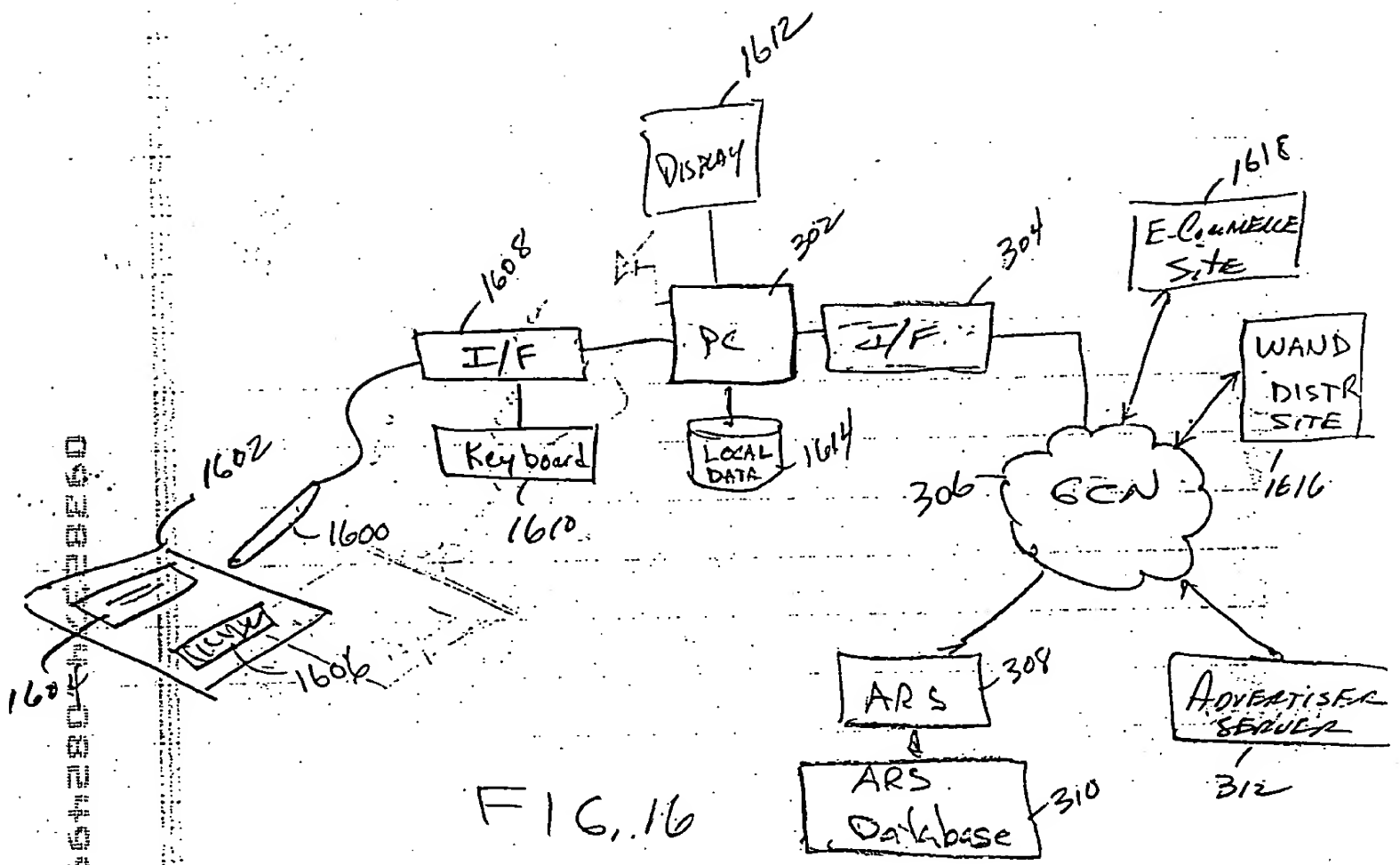


FIG. 16

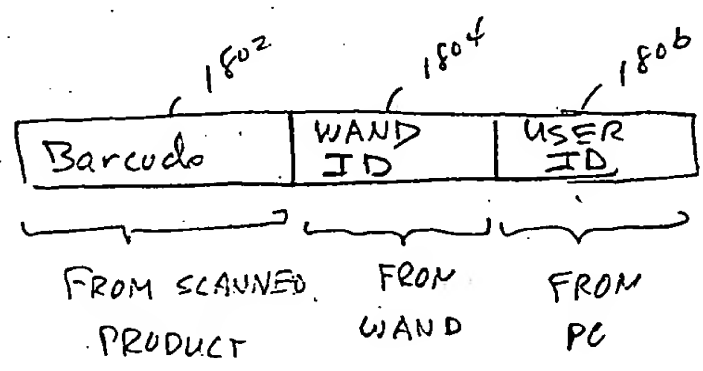


FIG. 18

289 736

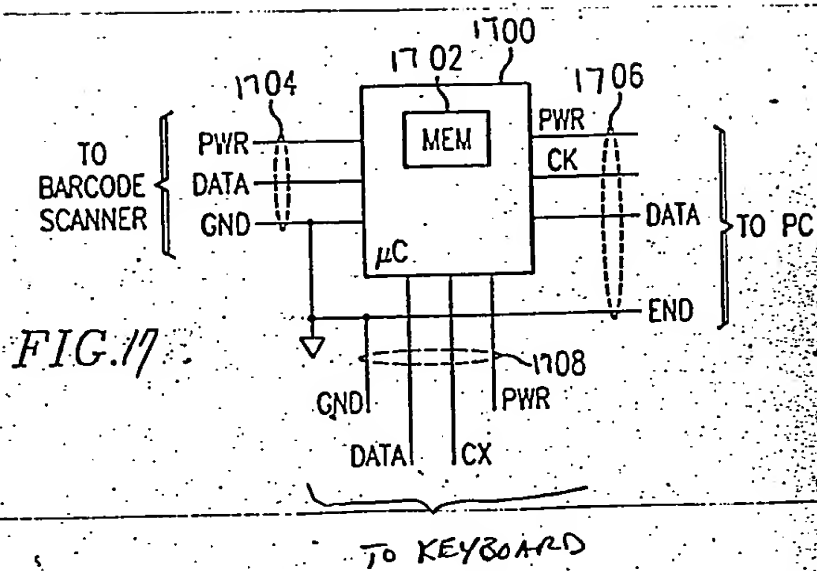


FIG. 17

09382374 082409

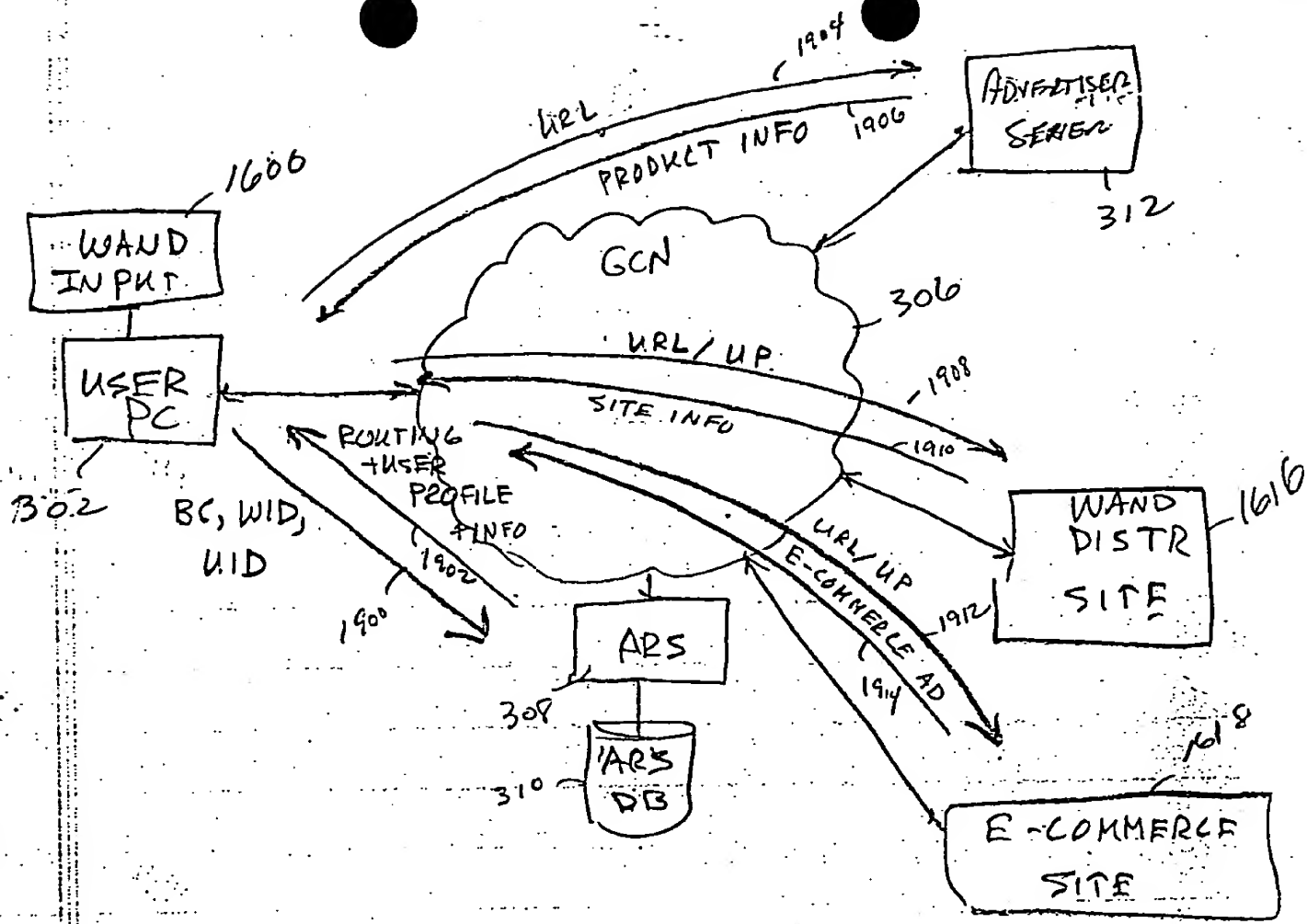


FIG. 19

09382374, 082459

00362374 082459

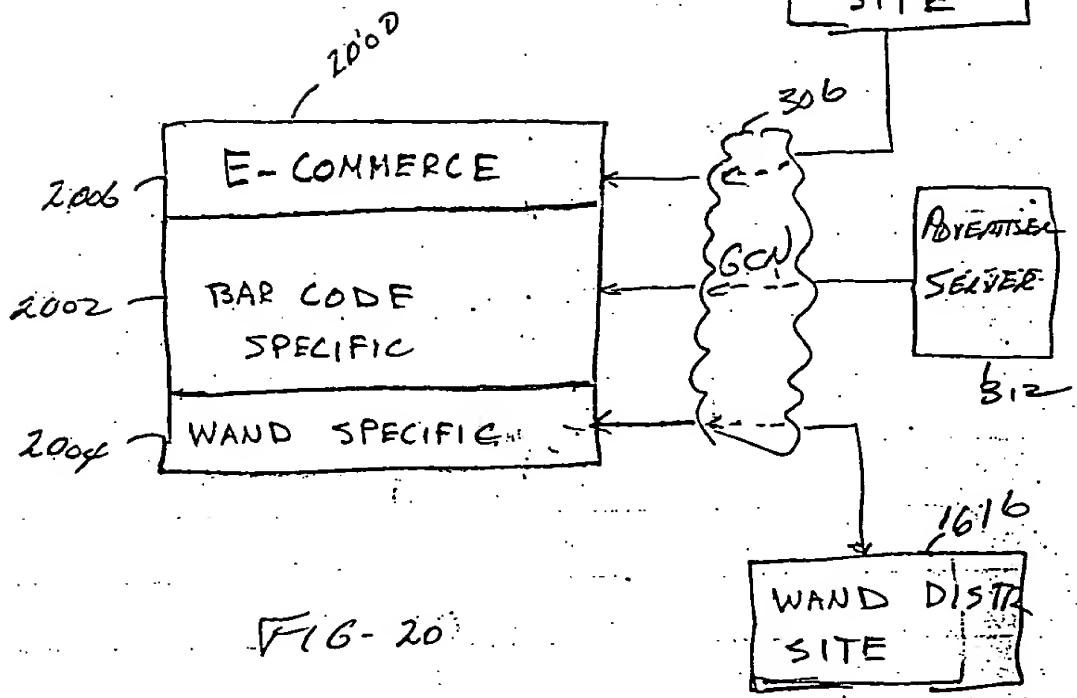


FIG-20

2102 2104 2104 2108 2100

PRODUCT		WAND		USER	E-COMMERCE	
BC	ROUTE	ID	DISTR	PROFILE	BC	INFO

ARS DATABASE

FIG-21

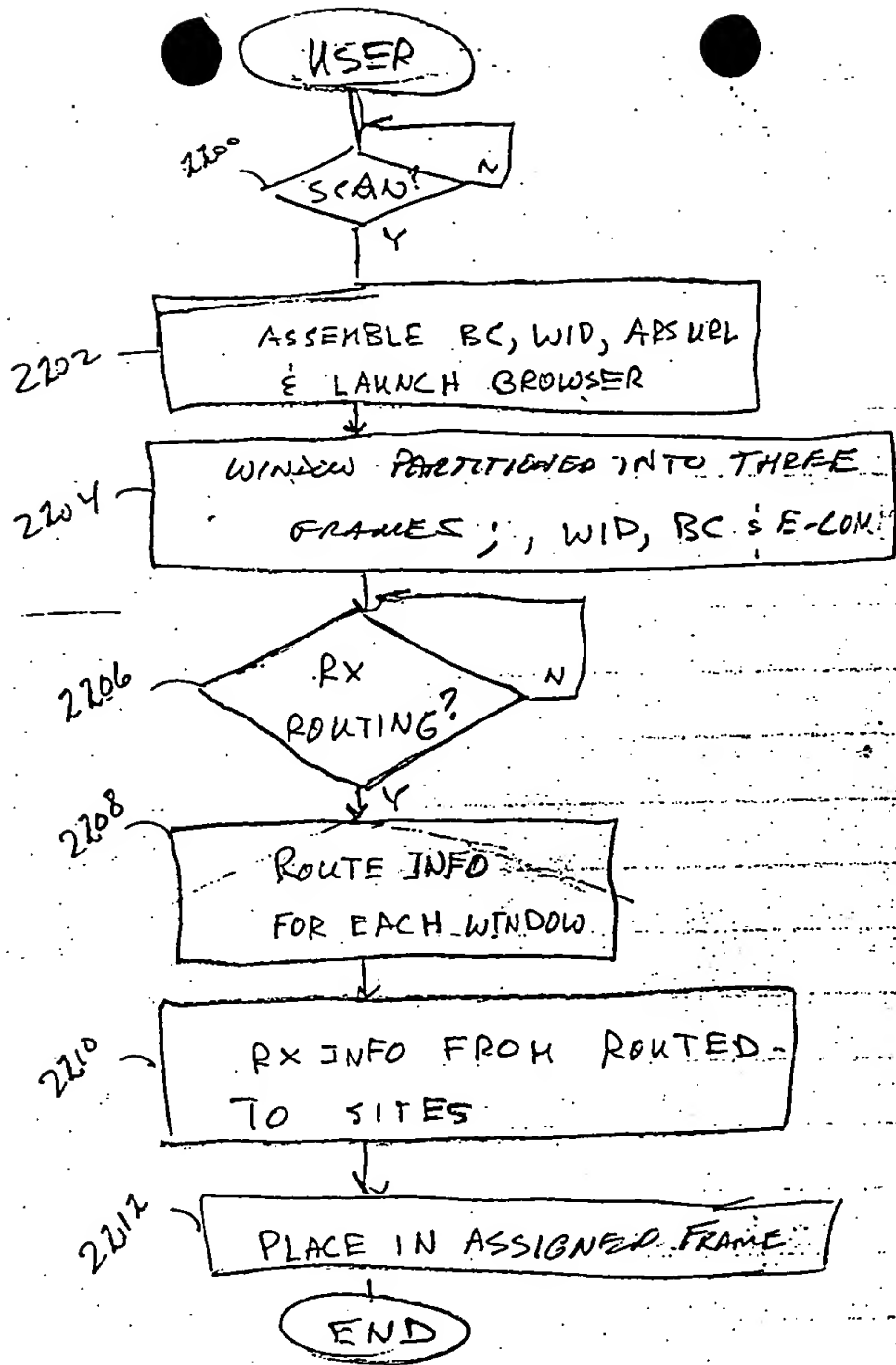


FIG-22

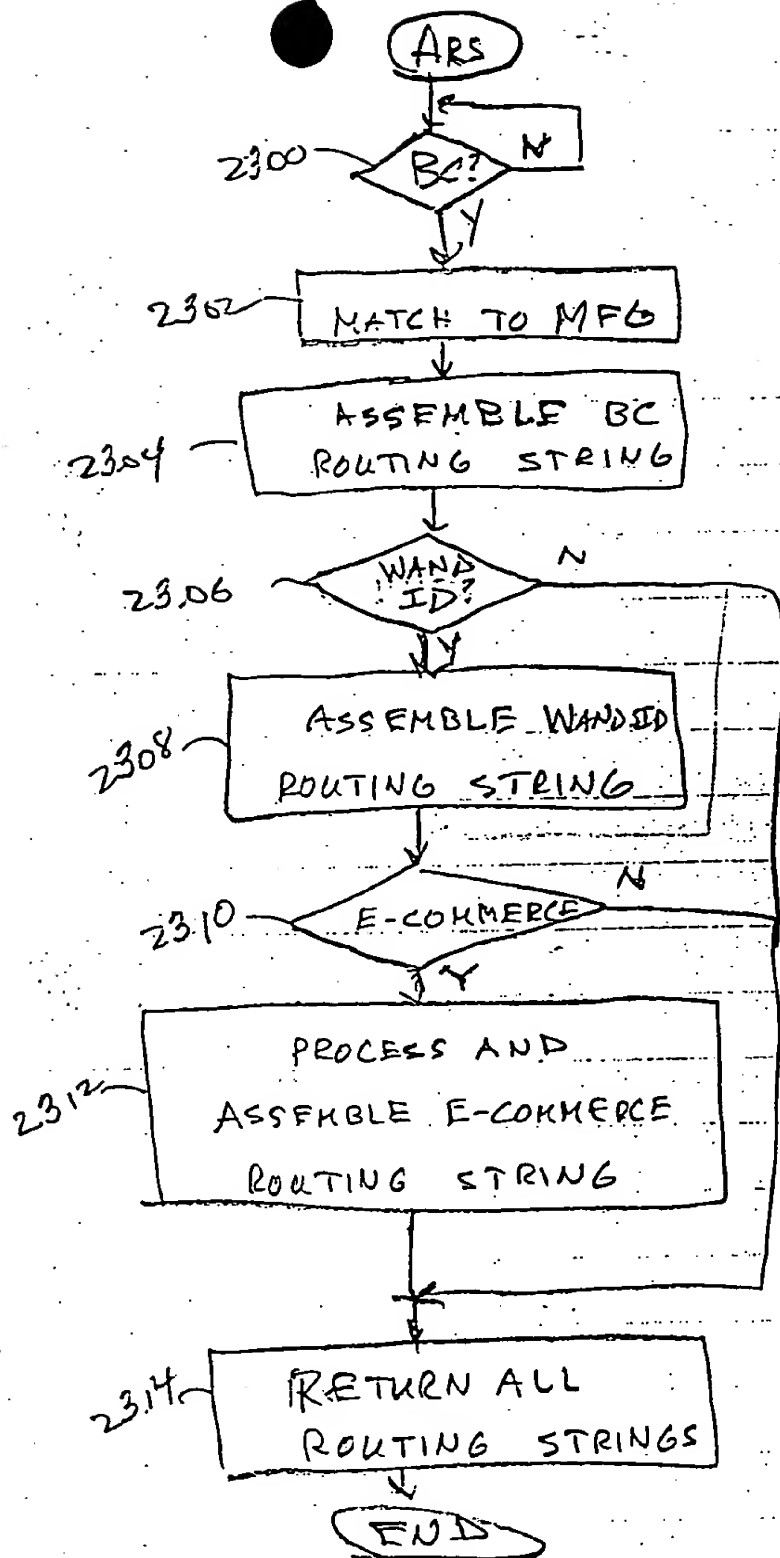


FIG. 23

03382374.032499

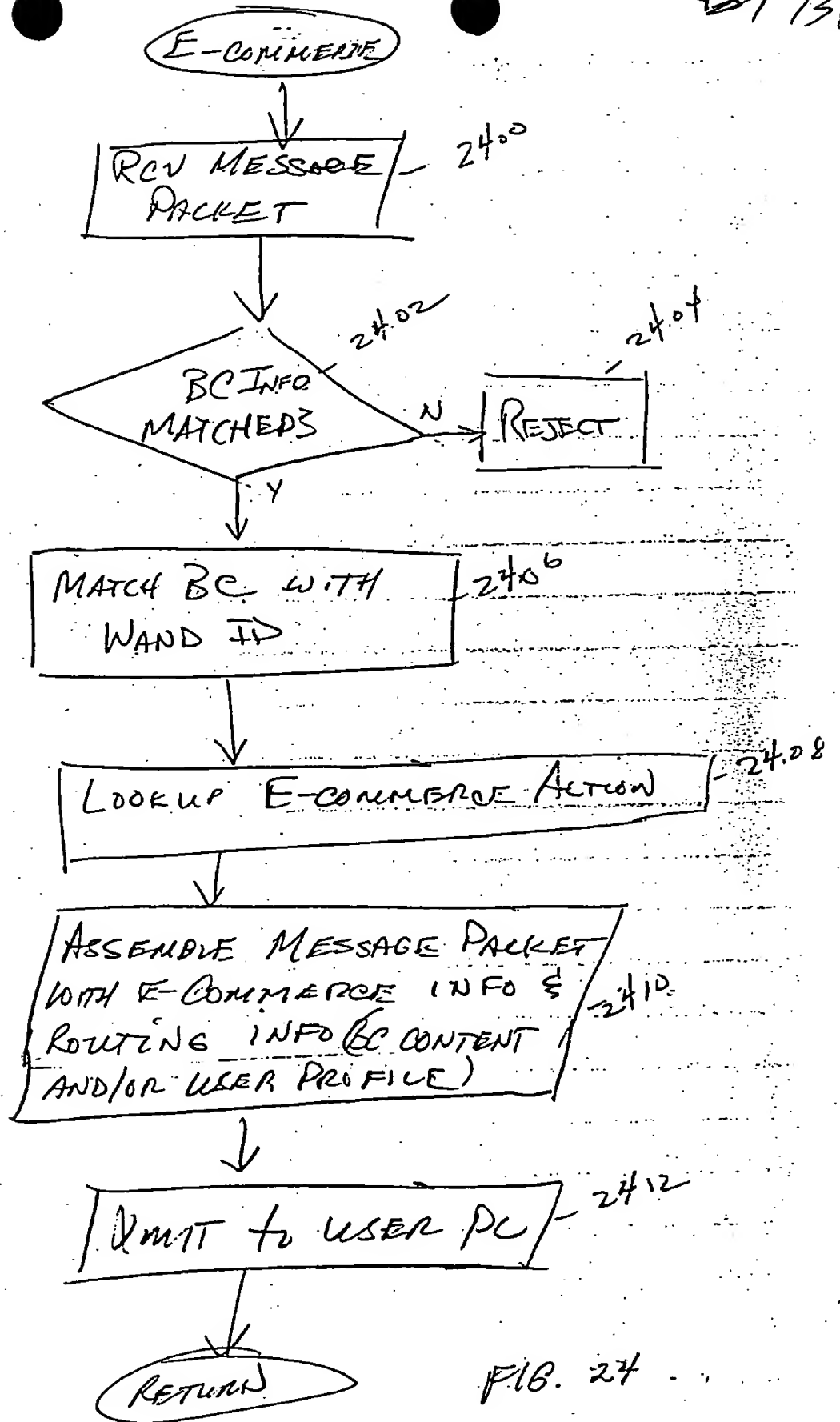


FIG. 24

09382374.002409